

Amendments to the Specification:

Please amend the specification as follows:

On page 1, paragraph beginning at line 12, amend as follows:

Heretofore, an advertisement panel system provided with a display such as a CRT, LCD, or the like is usually set at a shop and at busy streets in front of a station or the like, so to display the advertisement of the shop. The conventional advertisement panel system is designed in that image information expressing an advertisement image is stored in a memory installed therein, hence to display the advertisement image according to the content of the memory. Accordingly, in the case of changing the advertisement image, an advertiser has to go to the setting place of the advertisement panel so as to rewrite the content of the memory.

On page 24, paragraph beginning at line 21, amend as follows:

The preferred embodiment of the present invention will be discussed hereinafter in detail with reference to the accompanying drawings. In the following description, numerous specific details are set forth in order to provide a thorough understanding of the present invention. It will be obvious, however, to those skilled in the art that the present invention may be practiced without these specific details. In other ~~instance~~ instances, well-known structures are not shown in detail in order to ~~unnecessary~~ not unnecessarily obscure the present invention.

On page 25, paragraph beginning at line 13, amend as follows:

The shop terminal 1-1 can be realized by a personal computer or the like set at a shop, which includes an advertisement information registration requesting unit 11-1, an advertisement information update requesting unit 12-1, an input/output unit 13-1 such as a key board and a CRT, and a storing medium 14-1. The other shop terminals have the identical structure, such that each shop terminal 1-i includes an advertisement information registration requesting unit 11-i, an advertisement information update requesting unit 12-i, an input/output unit 13-i, and a storing medium 14-i, for (1 ≤ i ≤ n).

On page 28, paragraph beginning at line 27, amend as follows:

The advertisement panel system 3-1 is to be set near a shop or at busy streets in front of a station, which includes a sending/receiving unit for portable unit 31-1 and an advertisement displaying unit 32-1. The other advertisement panel systems have the identical structure, such that an advertisement panel system 3-i includes a sending/receiving unit for portable unit 31-i and an advertisement displaying unit 32-i, for $(1 \leq i \leq n)$.

On page 29, paragraph beginning at line 22, amend as follows:

The sending/receiving unit 44 has a function of exchanging data with the advertisement panel system 3-i by wireless communication, for any i where $(1 \leq i \leq n)$.

On page 40, paragraph beginning at line 1, amend as follows:

The shop terminal 1-1a of this embodiment is different from the shop terminal 1-1 of the first embodiment shown in Fig. 1 in that this embodiment is provided with the advertisement information update requesting unit 12-1a instead of the advertisement information update requesting unit 12-1 and a storing medium 14-1a instead of the storing medium 14-1, and further with a reservation controlling unit 15-1 additionally. The other shop terminals 1-ia have a similar structure to the shop terminal 1-1a, such that each shop terminal 1-ia is provided with an advertisement information update requesting unit 12-ia, a storing medium 14-ia, and a reservation controlling unit 15-i, for $(1 \leq i \leq n)$.